



Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

APRIL 1981 \$7.00

APRIL 1989
\$7.00

25TH ANNIVERSARY

253887418 DC 204
STATISTICAL REF INDEX
STF 900
44520 EAST HWY STF 400
44520A WESTHWY

APPLIANCE STORE BURGH, PA

EXPRESS
SE, CA

WARD
E, TN

A Hi-Fi
WA

VIDEO

UNION, NJ

SOUND ADVICE

DANIA, FL

SR SUPERSTORES
SHREVEPORT, LA

WEST COAST VIDEO
PHILADELPHIA, PA

Dealerscope Merchandising

MURRAY SLOVICK
Editor
ANDY WICKSTROM
Managing Editor
CATHY CICOLELLA
Senior Editor
MYRA MOORE
Associate Editor
LEIGH BUCHANAN
Associate Editor
ELLIOT KING
West Coast Editor
FRANK MOORE
Art Director
HARISH ULLAL
Art Associate
JOSEPHINE KUKUKA
Advertising Production Manager
MADELINE SACERDOTE
Classified Production Manager
JEANNE SILVERMAN
Advertising Promotion Manager
NANCY NISULA
Promotion Art Director
PATRICIA NICHOLS
Reader Service
PHYLLIS B. PRITZ
Circulation Manager

MARTIN M. COHN
Publisher

SALES & MARKETING STAFF
BERNARD M. SCHNEVER,
President
410 Union Ave., Framingham, MA 01701
(508) 620-8770

East Coast Regl. Mgr.
LIZ BAIOLATO
322 Eighth Ave., New York, NY 10001
(212) 620-7330

ANDREW J. MILLER
Associate Publisher
WILLIAM POWELL
Midwest Regl. Manager
201 E. Ogden Ave.
Suite 226
Hinsdale, IL 60521
(312) 325-9555

JOHN J. PELEGRINO
Vice President

RENÉE CAPUTO
Western Regl. Manager
13101 Washington Blvd.,
Los Angeles, CA 90066
(213) 822-7584

Dealerscope Merchandising
is published monthly by
North American Publishing Co.

JOHN J. BOROWSKY
Founder and Chairman
NED S. BOROWSKY
President

JOANNE PARKER
Vice President/Corporate Editorial Director

FRANK L. NEMMEYER
Vice President/Sales

BRUCE W. SHANZER
Vice President, Treasurer

R. KENNETH BAXTER
Vice President/Manufacturing

ROBERT A. GIBBONS, SR.
Asst. VP/Manufacturing

JANICE WALKER
General Manager for Human Relations

BUTTY LAYBERGER
Vice President, Circulation

RONALD CYLC
Assistant Vice President, Circulation

NANCY FRICK
Corporate Promotion Director

TERY MURAN LEVER
Director Special Projects

COLLEEN KOROSKA
Director of Sales Development

LORE SOLOMETO
Director, Circulation Promotion

Copyright © 1989 North American Publishing Co., Editorial
and Publishing Offices, 401 N. Broad St., Philadelphia, PA
19108. Phone (215) 238-5300.



North American Publishing
Company is a diversified publisher of Business
and Professional Magazines.

Subscriptions, U.S. \$65/year; Canada, US \$94; other
countries, US \$132. Back issues and single copies, when
available, mailed by publisher postage paid for \$10.
Postmaster: Send change of address form 3579 to
DEALERSCOPE MERCHANDISING,
401 N. Broad St., Philadelphia, PA 19108.



PERISCOPE

Funding Source of Last Resort?

H EARD of the Defense Advanced Research Projects Agency (DARPA)? No? Don't worry, you will. This small arm of the U.S. Department of Defense is rapidly becoming the U.S. answer to Japan's MITI in providing funds to companies and academia to help develop projects such as High Definition Television (\$30 million is earmarked for high-resolution TV displays technology) and Sematech, a semiconductor industry consortium designed to make U.S. companies more competitive with their Japanese counterparts (budget: \$100 million).

DARPA was in the news recently when the newly formed AT&T-Zenith partnership reported they had submitted a proposal to the agency for HDTV funding. Interestingly, the next day Sony Corp. of America announced that it, too, had submitted a bid to DARPA for an HDTV development grant (one of 80 bids received to date by the Pentagon). The Sony move is bound to trigger debate over whether the U.S. government should provide financing for research efforts of foreign-owned companies.

Why is the Pentagon interested in HDTV? In part because the technology can be used to improve radar displays and has other defense-oriented applications. Beyond that, however, there is growing sentiment in Washington to try to counteract the more than \$500 million estimated to have been spent by Japanese electronics companies on HDTV, and ensure that U.S. owned manufacturers are not shut out of a market estimated to generate \$50 billion in annual revenues by the year 2000.

Many Thanks. . .

T O the manufacturers and suppliers of consumer electronics, video software and major appliances who helped us to select the 1989 Pride Award Winners (see articles starting on page 10).

Announcing the 1989 winners is a particularly happy occasion because in this day of computer clones and look-alike products, DEALERSCOPE was first in this industry to formally recognize retailers who demonstrate singular merit: Our Pride Awards program was initiated in 1965, long before me-too versions appeared in other industry trade publications; indeed, before many of these publications existed.

Murray Slovic

CONTENTS

April 1989
Volume 31, No. 4

DEPARTMENTS

Periscope	3
Newswatch	6
Reader Service Cards	27,28
Ads That Work	30
Home Office Retailing	32
Minding the Store	62
Industry Perspectives	67
Statwatch / People	
Consumer	
Electronics	76
Major Appliances	98
Major Appliance Marketing	81
New Products	
Major Appliance	95
Classified	102
Crossword	103
Ad Index	104

Cover Honor Gallery

Jack Stupp, page 73
Steve Sholder, page 34
Jim Ristow, page 74
John Widlicka, page 34
Nancy Colon, page 34
Jerry Pearlman, page 8
Dean Shulman, page 34
Gil DeLiso, page 34
Richard Kraft, page 56

Cover photo/Robert Polett

Dealerscope Merchandising



PRIDE AWARDS:
1989 Retailers of the Year 10
Eight of the industry's best sellers

Home Office Viewpoints 34
Why H.O. mania just won't stop

Fifty Years in Focus 45
TV celebrates a milestone anniversary



Silo in Steel Town 59
Superstore expands into Pittsburgh

Statistical & Marketing Report 83
67th annual major appliances report

DEALERSCOPE MERCHANDISING (ISSN 0011-7218) is published monthly by North American Publishing Co., 401 N. Broad St., Philadelphia, PA 19108. Telephone (215) 238-5300. Copyright © 1989 by North American Publishing Co. All rights are strictly reserved, and reproduction in whole or in part is expressly prohibited without prior written permission. Subscriptions cost \$65 per year in the U.S. In Canada, \$72; other countries, \$132. Back issues and single copies, when available, mailed by publisher postage paid for \$10.
Second class postage paid at Philadelphia, PA and additional entry. Postmaster: Send change of address form 3579 to DEALERSCOPE MERCHANDISING, 401 N. Broad St., Philadelphia, PA 19108.

PEOPLE ON THE MOVE: Electronics

BEL-Tronics Limited names **Chris Fuhrmann** VP and general manager.



Fuhrmann Feola

Changes at Aiwa: **Michael C. Feola** is promoted to general manager, sales administration; **James W. Levander** is appointed national sales manager, special markets; and **Stephen D. Pease** becomes car audio product manager.

Erol's names **Troy Cooper** VP of operations.

Toshiba appoints **Richard Heckelmann** assistant marketing manager, sound products, for its consumer products business sector. **Mark Kapnick** becomes product manager, car audio for CPUS.

Thomas C. John is named national sales manager, di-

rect markets for OKI Telecom.

Commodore appoints **Mehdi Ali** president.

Robert O'Connor joins Adept as director of sales.

SelecTronics names **Patricia J. Vizina** director of marketing.

At Franklin Computer Lisa **Goorfin** is promoted to director of marketing and **Mary Beyrent** advances to manager of sales coordination. **Marc E. Jaffe** is appointed executive VP, Database Acquisition and Development Group.



Inoue Jaffe

Osamu "Sam" Inoue is named executive VP of Fuji Photo Film U.S.A.

David Bixler is named senior VP, acquisitions and productions at Vidmark.

Bush Industries names **Stuart Oram** national sales manager.



Oram Gollup

David Gollup is named director of Ricoh's Portable Digital Information Systems Line.

Rabbit Systems appoints **George Hoefer** president and chief operating officer and **Ed Krakauer** chairman.

Brian Klosterman is named TV marketing director, Sony Consumer Display Products.

First Run Video appoints **Norman B. Smith** VP, director of sales.

Gary Needle is promoted to executive VP at Vid-America.

Virgin Vision promotes **Vickie Barber** to VP of sales.

Rick Buehler is named La-

serDisc Corp. of America sales director.

NISSEI appoints **John Haggerty** VP of marketing.

Los Angeles Cellular Telephone Co. appoints **David T. Stevens** VP, sales and marketing.

Konami appoints **Kay Wolf Jones** marketing coordinator, consumer products division.

Jeff Baker is promoted to senior VP, theatrical acquisitions and licensing for GoodTimes Home Video.



Baker Wiemeyer

At Media Home Entertainment: **Joe Wiemeyer** is named VP, marketing; **David Cline** is appointed VP, sell-through sales and **Alan Randall** becomes VP, premium and special market sales. ■

STAT WATCH

TOTAL U.S. MARKET STATISTICS Sales to Retailers January 1989 vs. January 1988 (In Units)

	January 1989	January 1988	Percent Change	Year-to- date 1989	Year-to- date 1988	Percent Change
TELEVISION						
Color TV*	1,381,992	1,221,726	+ 13.1	1,381,992	1,221,726	+ 13.1
Projection TV	14,031	21,830	- 35.7	14,031	21,830	- 35.7
Home VCR	592,949	820,063	- 27.7	592,949	820,063	- 27.7
Camcorders**	94,523	81,294	+ 16.3	94,523	81,294	+ 16.3

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television

**Included in Home VCR

Source: Electronic Industries Association Consumer Electronics Group.

Statistical & Marketing Report

THE DEALERSCOPE MERCHANDISING Statistical and Marketing Report has been organized into data on consumer electronics and major appliances, plus a market profile. This second and final part of the report contains five-year and one-year tables for major appliances.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1988.

In mailed questionnaires and telephone interviews, survey participants were asked to give their

best estimates of the percentage change in the number of units shipped industrywide for each line of merchandise. For this report, the change requested was for 1988 vs. 1987. Where a potential respondent disagreed with the 1987 estimate (published in the April 1988 issue), the respondent was asked for a "corrected" figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, repre-

sents the shipments of products available for sale in the United States.

Readers are cautioned that all information published in the 67th annual report is based on consensus rather than census. The questions did not ask for the annual changes in their own companies' shipments or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed in percentage for the industry, and what changes there were in the average retail prices for the product category on which they were reporting.

The editors are grateful to the many manufacturers and trade associations who provided their help.

Statistical Report prepared by Napco Research Dept.:

Tery Moran-Lever

Joan Harrison

Navaz Mehta

MAJOR APPLIANCES 5 YEAR TABLES

Products	1988		1987		1986		1985		1984	
	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)

AIR TREATMENT APPLIANCES

Air Conditioners, Room	4,379	\$1,744,416	3,659	\$1,502,900	2,765	\$1,130,238	2,900	\$1,285,860	2,929	\$1,293,534
Dehumidifiers	673	110,150	706	113,674	553	90,700	586	106,265	587	107,198
Total Air Treatment†	5,052	1,854,566	4,365	1,616,574	3,318	1,220,938	3,486	1,392,125	3,516	1,400,732

KITCHEN APPLIANCES

CLEANUP APPLIANCES										
Dishwashers, Total	3,887	\$1,484,341	3,974	\$1,569,043	3,874	\$1,541,546	3,512	\$1,416,284	3,428	\$1,367,743
Portable	249	102,103	255	106,357	247	104,017	249	106,059	245	102,310
Undercounter & Other	3,638	1,382,238	3,727	1,462,686	3,627	1,437,529	3,263	1,310,225	3,183	1,265,433
Food Waste Disposers	4,066	493,440	4,175	500,954	4,196	494,037	4,068	468,715	4,052	465,939
Trash Compactors	223	69,308	210	64,865	187	61,183	175	55,312	178	55,159
COOKING APPLIANCES										
Microwave Ovens, Total	11,708	\$3,039,714	12,741	\$3,541,680	12,658	\$3,600,951	10,633	\$3,468,407	9,020	\$3,262,151
Countertop Only	9,919	2,067,091	11,046	2,600,114	11,010	2,719,784	9,163	2,594,870	7,700	2,422,882
Over-the-Range Only	1,134	433,263	1,028	392,804	1,005	356,123	900	348,345	783	336,807
Combination Units	281	309,990	285	314,711	278	304,657	314	322,885	309	317,496
Microwave/Convection	374	229,370	382	234,051	365	220,387	256	202,307	228	184,966
Ranges, Electric, Total †	3,435	\$1,574,635	3,618	\$1,660,003	3,532	\$1,589,181	3,218	\$1,517,307	3,164	\$1,476,969
Freestanding †	2,543	1,221,093	2,700	1,296,277	2,701	1,258,521	2,550	1,216,707	2,503	1,182,467
Built-in †	892	353,542	918	363,726	831	330,660	668	300,600	661	294,502
Ranges, Gas, Total	2,123	\$899,229	2,132	\$992,114	1,895	\$880,755	1,807	\$821,371	1,736	\$785,236
Freestanding †	1,915	863,401	1,928	868,256	1,700	761,628	1,620	710,143	1,536	666,655
High-Oven	91	67,900	91	67,873	90	67,241	86	63,038	93	68,033
Built-in †	117	57,928	113	55,985	105	51,886	101	48,190	107	50,548
Ranges, Smoothtop	87	\$1,039	92	\$1,082	91	\$1,032	86	\$1,017	94	\$1,037

* Category not broken out separately

** Category not reported

† Includes microwave oven combinations †† Microwave oven combinations and smoothtop ranges

67TH ANNUAL STATISTICAL & MARKETING REPORT — PART II

Products	1988		1987		1986		1985		1984	
	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)

KITCHEN APPLIANCES/Continued

REFRIGERATOR/FREEZER										
Freezers (10 cu. ft. & over), Total	1,250	555,144	1,180	526,275	1,154	517,842	1,140	546,095	1,114	544,515
Chest	661	284,373	624	270,831	612	266,173	585	269,311	572	268,697
Upright	589	270,771	556	255,444	542	251,669	555	276,784	542	275,818
Refrigerators (6.5 cu. ft. & over)	5,748	4,703,782	6,724	4,557,928	6,284	4,299,932	5,874	4,121,081	5,731	4,000,754
(- Duplication) ††	(368)	(371,029)	(377)	(378,293)	(369)	(366,089)	(400)	(378,732)	(403)	(377,933)
Total Kitchen Appliances	33,159	12,599,603	34,469	13,098,151	33,452	12,680,780	30,113	12,091,587	28,114	11,640,970

HOME LAUNDRY

Dryers, Total (25" or more in width)	4,363	\$1,536,817	4,421	\$1,544,755	4,114	\$1,451,821	3,701	\$1,325,534	3,484	\$1,259,351
Electric	3,342	1,157,567	3,410	1,169,260	3,181	1,103,075	2,871	1,011,080	2,734	972,566
Gas	1,021	379,250	1,011	375,495	933	348,746	830	314,454	750	286,785
Washers (25 in. or more in width)	5,728	2,519,987	5,643	2,479,943	5,430	2,379,867	4,925	2,230,502	4,711	2,154,404
Automatic	5,708	2,514,052	5,610	2,470,813	5,397	2,370,767	4,888	2,220,423	4,673	2,144,206
Wringer & Spinner	20	5,935	33	9,130	33	9,100	37	10,079	38	10,198
Total Home Laundry	10,091	4,056,804	10,064	4,024,698	9,544	3,831,688	8,626	3,556,036	8,195	3,413,755

COMPACT APPLIANCES

Refrigerators (under 6.5 cu. ft.)	280	\$ 83,150	702	\$ 144,460	547	\$ 136,283	783	\$ 167,241	602	\$ 126,059
Freezers (under 10 cu. ft.)	688	141,570	252	74,910	243	74,168	237	73,055	247	77,691
Washers (under 25 in. in width)	340	105,600	330	102,525	312	97,042	303	92,236	293	88,310
Dryers (under 25 in. in width)	287	99,648	309	104,893	198	67,408	189	66,394	183	63,649
Total Compact Appliances	1,595	429,968	1,593	426,788	1,400	374,901	1,512	398,926	1,325	355,709

* Category not broken out separately

** Category not reported

† Includes microwave oven combinations †† Microwave oven combinations and smoothtop ranges

IMPORTS/EXPORTS

Products	1988		1987		1986		1985		1984	
	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)

MAJOR APPLIANCE IMPORTS

Freezers	181	\$ 46,652	172	\$ 44,427	158	\$ 42,440	35	\$ 4,129	96	\$ 21,973
Microwave Ovens	6,619	527,510	8,389	664,334	8,787	769,169	12,681	775,578	4,471	559,142
Refrigerator/Freezer Combination (under 6.5 cu. ft.)	1,270	88,568	1,173	81,492	1,309	69,709	997	61,763	705	50,146
Refrigerator/Freezer Combination (6.5-9.5 cu. ft.)	66	8,892	75	9,935	53	7,653	50	7,174	135	10,424
Refrigerator/Freezer Combination (9.5-13.5 cu. ft.)	99	16,849	146	24,836	148	29,546	142	26,559	217	29,713
Refrigerator/Freezer Combination (13.5 cu. ft. & over)	41	11,385	74	21,487	35	13,632	24	9,887	15	4,672

**Dollars paid by importers excluding duty, freight, insurance, etc.

SOURCE: U.S. Dept. of Commerce Bureau of the Census

Products	1988		1987		1986		1985		1984	
	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)	Number Shipped (000)	Retail Value (\$000)

MAJOR APPLIANCE EXPORTS

Dishwashers	69	\$ 20,390	58	\$ 19,347	38	\$ 13,653	37	\$ 12,465	62	\$ 15,330
Dryers	111	31,594	66	19,891	55	16,396	45	13,058	53	14,061
Freezers	44	16,068	23	10,152	16	7,982	17	7,544	24	10,657
Microwave Ovens	582	82,651	475	68,508	275	47,212	190	35,193	156	34,782
Ranges, Electric	57	18,787	49	16,756	32	11,034	40	14,719	46	16,233
Refrigerators	805	270,505	349	125,172	121	66,768	102	55,752	148	80,808
Room Air Conditioners	175	129,328	93	34,100	48	17,866	53	20,894	96	35,108
Washers, Automatic	417	124,113	247	77,517	145	46,316	100	31,918	104	31,586
Washers, Other	4	4,823	14	3,743	7	1,892	16	4,167	29	7,521

** Manufacturers' value plus freight and insurance.

SOURCE: U.S. Dept. of Commerce Bureau of the Census

*** 1988 totals projected based on ten-month figures.

67TH ANNUAL STATISTICAL & MARKETING REPORT — PART II

KITCHEN APPLIANCES: COOKING

Microwave Ovens

Microwave oven sales by type of outlet

Based on 11,708,000 units for '86 & 12,741,000 for '87

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
Appliance/TV Store	29.0	26.7	- 0.2	
Builder/Contractor	1.0	1.0	- 8.1	
Catalog Showroom	3.2	3.8	-22.6	
Catalog Store	29.8	32.3	-15.2	
Department Store	6.5	4.7	+27.1	
Discount Store	17.3	14.2	+12.0	
Furniture Store	1.5	1.7	-18.9	
Home Improvement Center	1.0	1.0	- 8.1	
Kitchen Remodeler	1.0	1.0	- 8.1	
Microwave Specialty Store	1.2	2.0	-44.9	
Warehouse Club/Wholesale Club	4.0	3.6	- 2.1	
Other	4.5	8.0	-48.3	
TOTAL	100.0	100.0	- 8.1	

Microwave/convection oven shipments by type of unit

Based on 374,000 units for '86 and 382,000 for '87

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
Countertop	89.5	86.7	+ 1.1	
Full Range Size	10.5	13.3	-22.7	
TOTAL	100.0	100.0	- 2.1	

Countertop microwave oven shipments by retail \$ range

Based on 9,919,000 units for '86 & 11,046,000 for '87

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
Under \$200	60.7	54.0	+ 0.9	
\$200-\$249	14.7	16.3	-19.0	
\$250-\$299	9.7	10.7	-18.6	
\$300-\$349	5.7	6.7	-23.6	
\$350-\$399	4.3	6.7	-42.4	
\$400-\$499	3.3	3.6	-17.7	
Over \$500	1.6	2.0	-28.2	
TOTAL	100.0	100.0	-10.2	

Countertop microwave oven shipments by size range

Based on 9,919,000 units for '86 & 11,046,000 for '87

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
Less than 0.5 cu. ft.	19.3	21.0	-17.5	
0.5-0.7 cu. ft.	24.0	20.7	+ 4.1	
0.8-1.0 cu. ft.	25.3	22.0	+ 3.3	
1.1-1.3 cu. ft.	22.7	25.7	-20.7	
1.4 cu. ft. & Over	8.7	10.6	-26.3	
TOTAL	100.0	100.0	-10.2	

Electric Ranges

Based on 3,435,000 units for '86 and 3,618,000 for '87

Electric range shipments by installation type

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
Freestanding	66.7	69.8	- 9.3	
Slide-In	3.7	4.7	-25.3	
Drop-In	5.3	6.7	-24.9	
Cooktop	13.0	10.0	+23.4	
Built-In Wall Oven	11.3	8.8	+21.9	
TOTAL	100.0	100.0	- 5.1	

Electric range shipments by cleaning system

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
With Self-Cleaning Ovens	57.0	53.0	+ 2.1	
With Continuous-Clean Ovens	8.0	10.8	-29.7	
Without Cleaning Systems	35.0	36.2	- 8.2	
TOTAL	100.0	100.0	- 5.1	

Electric range shipments which accept options (i.e. grills, deep fat fryers, rotisseries)

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
Accept Options	11.0	9.8	+ 6.6	
Do Not Accept Options	89.0	90.2	- 6.3	
TOTAL	100.0	100.0	- 5.1	

Electric range shipments with double oven

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
Double-Oven	9.7	14.3	-35.6	
Other	90.3	85.7	0.0	
TOTAL	100.0	100.0	- 5.1	

Electric range shipments by size

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
24-Inch & Under	6.7	3.7	+71.9	
30-Inch	90.6	92.9	- 7.4	
36-Inch	1.7	2.4	-32.7	
40-Inch	1.0	1.0	- 5.1	
TOTAL	100.0	100.0	- 5.1	

Electric range shipments by color

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
Almond	57.0	54.7	- 1.1	
Black	5.0	4.4	+ 7.9	
Harvest Gold	1.7	3.7	-56.4	
Metallics	6.7	8.7	-26.9	
White	29.0	26.9	+ 2.4	
Other	0.6	1.6	-64.4	
TOTAL	100.0	100.0	- 5.1	

Electric range sales by type of outlet

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
Appliance/TV Store	43.0	40.0	+ 2.1	
Builder/Contractor	11.0	12.0	-13.0	
Catalog Showroom	1.0	0.7	+35.6	
Catalog Store	18.0	14.7	+16.3	
Department Store	1.5	1.3	+ 9.6	
Discount Store	3.0	2.3	+23.8	
Furniture Store	4.0	2.7	+40.6	
Home Improvement Center	2.0	2.0	- 5.1	
Kitchen Remodeler	10.0	18.3	-48.1	
Other	6.5	6.0	+ 2.9	
TOTAL	100.0	100.0	- 5.1	

Gas Ranges

Based on 2,123,000 units for '86 and 2,132,000 for '87

Gas range shipments by cleaning system

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
With Self-Cleaning Ovens	27.0	16.3	+64.9	
With Continuous-Clean Ovens	22.0	24.0	- 8.7	
Without Cleaning Systems	51.0	59.7	-14.9	
TOTAL	100.0	100.0	- 0.4	

Gas range shipments which accept options (i.e. grills, deep fat fryers, rotisseries)

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
Accept Options	4.5	4.0	+12.0	
Do Not Accept Options	95.5	96.0	- 0.9	
TOTAL	100.0	100.0	- 0.4	

Gas range shipments with double oven

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
Double Oven	7.7	11.5	-33.3	
Other	92.3	88.5	+ 3.9	
TOTAL	100.0	100.0	- 0.4	

Gas range shipments by size

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
24-Inch & Under	8.7	8.0	+ 8.3	
30-Inch	88.3	83.7	+ 2.7	
36-Inch	3.7	4.7	-21.6	
40-Inch	1.3	3.6	-64.0	
TOTAL	100.0	100.0	- 0.4	

Gas range shipments by color

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
Almond	56.4	54.7	+ 2.7	
Black	3.3	4.4	-25.3	
Harvest Gold	2.3	3.7	-38.1	
Metallics	5.0	8.7	-42.8	
White	32.0	26.9	+18.5	
Other	1.0	1.6	-37.8	
TOTAL	100.0	100.0	- 0.4	

Gas range sales by type of outlet

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
Appliance/TV Store	36.5	33.5	+ 8.5	
Builder/Contractor	9.0	8.5	+ 5.4	
Catalog Showroom	1.0	2.0	-50.2	
Catalog Store	27.5	25.0	- 5.6	
Department Store	1.5	1.3	+14.9	
Discount Store	7.0	7.7	- 9.5	
Furniture Store	5.0	4.0	+24.5	
Gas Utility/LP Chain	6.5	7.0	- 7.5	
Home Improvement Center	2.0	2.0	- 0.4	
Kitchen Remodeler	3.0	4.0	-25.3	
Other	1.0	1.0	- 0.4	
TOTAL	100.0	100.0	- 0.4	

KITCHEN APPLIANCES: REFRIGERATORS/ FREEZERS

Refrigerators

Based on 6,748,000 units for '86 and 6,724,000 for '87

Refrigerator shipments by size

	% of shipments		% change in units shipped	
	1986	1987	1986/87	
6.5-11 cu. ft.	5.5	6.0	- 8.0	
12-13 cu. ft.	5.5	5.0	+10.4	
14-15 cu. ft.	19.5	20.0	- 2.2	
16-17 cu. ft.	19.5	21.5	- 9.0	
18-19 cu. ft.	22.5	22.0	+ 2.6	
20-21 cu. ft.	11.5	13.0	-11.2	
22 cu. ft. & Over	16.0	12.5	+28.5	
TOTAL	100.0	100.0	+ 0.4	

67TH ANNUAL STATISTICAL & MARKETING REPORT — PART II

AIR TREATMENT

Air Conditioners

Based on 4,379,000 units for '88 and 3,659,000 for '87
Room air conditioner shipments by E.E.R. rating

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
High E.E.R. (7.5 & Over)	77.7	75.0	+24.0	
Low E.E.R. (Under 7.5)	22.3	25.0	+6.8	
TOTAL	100.0	100.0	+19.7	

Room air conditioner shipments by type of controls

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Electronic Solid-State Controls	11.0	8.7	+51.3	
Mechanical Controls	89.0	91.3	+16.7	
TOTAL	100.0	100.0	+19.7	

Room air conditioner shipments by installation type

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Regular	89.4	87.0	+23.0	
Casement	2.8	3.3	+1.5	
Through-the-Wall	7.8	9.7	-3.8	
TOTAL	100.0	100.0	+19.7	

Room air conditioner shipments by size of unit

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Under 7,000 BTUs	37.7	35.7	+26.4	
7,000-10,999 BTUs	26.8	28.7	+11.8	
11,000-19,999 BTUs	28.2	26.3	+28.3	
20,000 BTUs & Over	7.3	9.3	-6.1	
TOTAL	100.0	100.0	+19.7	

Room air conditioner shipments by retail price range

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Under \$150	3.0	2.7	+3.3	
\$151-\$250	22.5	25.0	+7.7	
\$251-\$350	28.5	27.7	+23.1	
\$351-\$450	23.0	24.3	+13.3	
\$451-\$550	13.0	11.3	+37.7	
\$551-\$650	6.0	5.0	+43.6	
\$651-\$750	2.0	2.0	+19.7	
Over \$750	2.0	2.0	+19.7	
TOTAL	100.0	100.0	+19.7	

Room air conditioner sales by type of outlet

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Appliance/TV Store	36.5	40.7	+7.3	
Builder/Contractor	3.0	2.3	+56.1	
Catalog Showroom	1.5	2.0	-10.2	
Catalog Store	23.5	21.3	+32.0	
Department Store	5.5	6.0	+9.7	
Discount Store	20.5	19.7	+24.5	
Furniture Store	3.0	1.7	+111.2	
Home Improvement Center	4.5	3.7	+45.6	
Other	2.0	2.6	-7.9	
TOTAL	100.0	100.0	+19.7	

Dehumidifiers

Based on 673,000 units for '88 and 708,000 for '87
Dehumidifier sales by type of outlet

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Appliance/TV Store	32.0	33.0	-7.8	
Builder/Contractor	5.0	3.0	+58.4	
Catalog Store	26.0	32.0	-22.8	
Department Store	5.0	3.5	+35.8	
Discount Store	14.5	7.5	+83.8	
Furniture Store	1.5	4.0	-64.3	
Home Improvement Center	8.0	3.5	+117.3	
Warehouse/Wholesale Club	1.5	2.5	-42.9	
Other	6.5	11.0	-43.8	
TOTAL	100.0	100.0	-4.9	

KITCHEN APPLIANCES: CLEANUP

Dishwashers

Based on 3,887,000 units for '88 and 3,974,000 for '87
Dishwasher shipments by color

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Almond	12.0	12.7	-7.6	
Black	1.7	3.0	-44.6	
White	6.7	6.8	-3.6	
Multipanel Packages	77.6	75.0	-1.2	
Other	2.0	2.5	-21.8	
TOTAL	100.0	100.0	-2.2	

Dishwasher sales by type of outlet

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Appliance/TV Store	31.4	29.3	+4.8	
Builder/Contractor	20.0	25.3	-22.7	
Catalog Showroom	1.0	1.3	-24.8	
Catalog Store	25.3	20.7	+19.5	
Department Store	1.0	1.0	-2.2	
Discount Store	4.0	3.7	+5.7	
Furniture Store	1.7	1.3	+27.9	
Home Improvement Center	3.0	3.0	-2.2	
Kitchen Remodeler	9.3	11.7	-22.3	
Plumbing Contractor	1.0	1.3	-24.8	
Other	2.3	1.4	+60.7	
TOTAL	100.0	100.0	-2.2	

Dishwasher shipments by type of controls

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Electronic Solid-State	7.8	8.3	-8.1	
Other	92.2	91.7	-1.7	
TOTAL	100.0	100.0	-2.2	

Dishwasher shipments with hot water boosters

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
With Hot Water Booster	65.0	64.0	-0.7	
Without Hot Water Booster	35.0	36.0	-4.9	
TOTAL	100.0	100.0	-2.2	

Dishwasher shipments with drying option

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
With Energy-Saving Drying Option	78.5	82.3	-6.7	
Without Drying Option	21.5	17.7	-18.8	
TOTAL	100.0	100.0	-2.2	

Dishwasher shipments with delay start

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
With Delay Start	10.0	9.3	+5.2	
Without Delay Start	90.0	90.7	-2.9	
TOTAL	100.0	100.0	-2.2	

Built-in dishwasher shipments by retail price range

Based on 3,636,000 units for '88 and 3,727,000 for '87

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Under \$250	5.5	6.3	-14.8	
\$250-\$299	15.5	12.3	+23.0	
\$300-\$349	18.0	19.3	-9.0	
\$350-\$399	20.0	22.0	-11.3	
\$400-\$450	15.0	14.7	-0.4	
Over \$450	26.0	25.4	-0.1	
TOTAL	100.0	100.0	-2.4	

Portable dishwasher shipments by retail price range

Based on 249,000 units for '88 and 255,000 for '87

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Under \$250	7.5	8.0	-8.4	
\$250-\$299	10.5	15.7	-34.7	
\$300-\$349	19.0	25.0	-25.8	
\$350-\$399	22.5	22.7	-3.2	
\$400-\$450	18.0	13.3	+32.1	
Over \$450	22.5	15.3	+43.6	
TOTAL	100.0	100.0	-2.4	

Food Waste Disposers

Based on 4,066,000 units for '88 and 4,175,000 for '87
Food waste disposer sales by type of outlet

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Appliance/TV Store	12.0	13.5	-13.4	
Builder/Contractor	17.3	16.5	+2.1	
Catalog Store	15.0	16.0	-8.7	
Department Store	1.0	1.5	-35.1	
Home Improvement Center	23.7	22.5	+2.6	
Kitchen Remodeler	13.3	12.0	+7.9	
Plumbing Contractor	16.7	17.0	-4.3	
Other	1.0	1.0	-2.6	
TOTAL	100.0	100.0	-2.6	

Trash Compactors

Based on 223,000 units for '88 and 210,000 for '87
Trash compactor sales by type of outlet

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Appliance/TV Store	25.0	25.5	+4.1	
Builder/Contractor	21.4	20.5	+10.8	
Catalog Showroom	1.0	1.0	+6.2	
Catalog Store	23.0	22.5	+8.6	
Department Store	2.3	3.5	-30.2	
Discount Store	1.3	1.0	+38.1	
Home Improvement Center	4.0	3.5	+21.4	
Kitchen Remodeler	22.0	22.5	+3.8	
TOTAL	100.0	100.0	+6.2	

Trash compactor shipments by color

	% of shipments		% change in units shipped	
	1988	1987	1988/87	
Almond	25.5	45.0	-39.8	
Black	7.0	10.0	-25.7	
White	22.0	36.0	-35.1	
Multipanel Packages	42.5	—	—	
Other	3.0	9.0	-64.6	
TOTAL	100.0	100.0	+6.2	

67TH ANNUAL STATISTICAL & MARKETING REPORT — PART II

Refrigerators/Continued

Refrigerator shipments by defrosting system

	% of shipments		% change in units shipped 1986/87
	1986	1987	
No-Frost	90.0	87.0	+ 3.8
All Others	10.0	13.0	-22.8
TOTAL	100.0	100.0	+ 0.4

Refrigerator shipments by freezing compartment

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Top-Mount	77.5	75.5	+ 3.0
Bottom-Mount	1.5	2.0	-24.7
Side-by-Side	17.0	17.0	+ 0.4
Single Door	4.0	5.5	-27.0
TOTAL	100.0	100.0	+ 0.4

Refrigerator shipments with energy-saving devices

	% of shipments		% change in units shipped 1986/87
	1986	1987	
With Energy-Saving Devices	93.0	93.0	+ 0.4
Without Energy-Saving Devices	7.0	7.0	+ 0.4
TOTAL	100.0	100.0	+ 0.4

Refrigerator shipments with automatic ice makers

	% of shipments		% change in units shipped 1986/87
	1986	1987	
With Ice Makers	21.0	20.0	+ 5.4
Without Ice Makers	79.0	80.0	- 0.9
TOTAL	100.0	100.0	+ 0.4

Refrigerator shipments by retail price range

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Under \$300	5.0	5.5	- 8.8
\$300-\$399	10.5	11.0	- 4.2
\$400-\$499	12.5	15.5	-19.1
\$500-\$649	26.5	25.5	+ 4.3
\$650-\$799	20.0	19.5	+ 2.9
\$800-\$1,000	13.5	13.5	+ 0.4
Over \$1,000	12.0	9.5	+26.8
TOTAL	100.0	100.0	+ 0.4

Refrigerator shipments by color

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Almond	62.0	63.5	- 2.0
Harvest Gold	1.5	2.0	-24.7
White	36.0	33.5	+ 7.8
Other	0.5	1.0	-49.8
TOTAL	100.0	100.0	+ 0.4

Refrigerator sales by type of outlet

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Appliance/TV Store	42.5	37.0	+ 15.3
Builder/Contractor	9.0	12.5	- 27.7
Catalog Showroom	1.5	1.0	+ 50.5
Catalog Store	28.5	31.5	- 9.2
Department Store	2.5	3.5	-28.3
Discount Store	4.0	3.5	+14.7
Furniture Store	4.0	3.0	+33.8
Home Improvement Center	3.0	4.5	-33.1
Kitchen Remodeler	2.0	3.0	-33.1
Other	3.0	0.5	+502.1
TOTAL	100.0	100.0	+ 0.4

Freezers

Based on 1,250,000 units for '86 and 1,186,000 for '87
Freezer shipments by size

	% of shipments		% change in units shipped 1986/87
	1986	1987	
10-14 cu. ft.	23.0	18.7	+30.3
15 cu. ft.	23.0	29.7	-18.0
16-17 cu. ft.	22.5	18.7	+27.5
18-19 cu. ft.	12.5	11.3	+17.2
20 cu. ft. & Over	19.0	21.6	- 6.8
TOTAL	100.0	100.0	+ 5.9

Freezer shipments by defrosting system

	% of shipments		% change in units shipped 1986/87
	1986	1987	
No-Frost	8.5	6.7	+34.4
All Others	91.5	93.3	+ 3.9
TOTAL	100.0	100.0	+ 5.9

Freezer shipments by retail price range

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Under \$300	33.0	27.3	+28.0
\$300-\$399	31.0	34.7	- 5.4
\$400-\$499	18.0	21.7	-12.1
\$500-\$600	8.0	8.5	- 0.3
Over \$600	10.0	7.8	+35.8
TOTAL	100.0	100.0	+ 5.9

Freezer shipments by color

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Almond	31.5	19.7	+ 69.4
White	68.5	79.3	- 8.5
Other	0.0	1.0	-100.0
TOTAL	100.0	100.0	+ 5.9

Freezer sales by type of outlet

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Appliance/TV Store	23.0	20.3	+20.0
Catalog Store	51.0	50.7	+ 6.6
Department Store	5.0	6.3	-15.9
Discount Store	4.0	9.3	-54.4
Furniture Store	5.0	4.7	+12.7
Home Improvement Center	1.0	1.7	-37.7
Kitchen Remodeler	1.0	0.7	+51.3
Other	10.0	6.3	+68.1
TOTAL	100.0	100.0	+ 5.9

COMPACT APPLIANCES

Compact Refrigerators

Based on 588,000 units for '86 and 702,000 for '87
Compact refrigerator shipments by retail price range

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Under \$120	17.0	36.5	-54.4
\$120-\$149	39.0	31.5	+21.3
\$150-\$180	30.0	22.0	+33.6
Over \$180	14.0	10.0	+37.2
TOTAL	100.0	100.0	- 2.0

Compact refrigerator shipments by size

	% of shipments		% change in units shipped 1986/87
	1986	1987	
2 cu. ft.	18.3	24.5	-26.8
3 cu. ft.	12.7	10.0	+24.5
4.5 cu. ft.	44.3	41.0	+ 5.9
4.6-6.4 cu. ft.	24.7	24.5	- 1.2
TOTAL	100.0	100.0	- 2.0

HOME LAUNDRY APPLIANCES

Washers

Based on 5,728,000 units for '86 and 5,643,000 for '87
Washer shipments by color

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Almond	33.0	37.2	-10.0
Harvest Gold	1.0	1.7	-40.3
White	65.0	59.6	+10.7
Other	1.0	1.5	-32.3
TOTAL	100.0	100.0	+ 1.5

Washer shipments by retail price range

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Under \$200	3.0	1.3	+134.2
\$200-\$250	3.0	2.0	+ 52.3
\$251-\$300	6.0	19.0	- 67.9
\$301-\$350	16.0	11.7	+38.8
\$351-\$400	23.0	20.0	+16.7
\$401-\$500	32.0	30.7	+ 5.8
Over \$500	17.0	15.3	+12.8
TOTAL	100.0	100.0	+ 1.5

Washer sales by type of outlet

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Appliance/TV Store	31.0	34.0	- 7.5
Builder/Contractor	2.0	4.4	-53.9
Catalog Showroom	1.0	1.0	+ 1.5
Catalog Store	37.0	41.0	- 8.4
Department Store	3.0	6.0	-49.2
Discount Store	10.0	6.7	+51.5
Furniture Store	6.0	2.6	+134.2
Other	10.0	4.3	+136.1
TOTAL	100.0	100.0	+ 1.5

Dryers

Based on 4,363,000 units for '86 and 4,421,000 for '87
Dryer shipments by type of settings

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Automatic Fabric Settings	74.5	76.6	- 4.0
Time-Dry	25.5	23.4	+ 7.5
TOTAL	100.0	100.0	- 1.3

Dryer shipments by color

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Almond	36.0	39.0	- 8.9
Harvest Gold	1.0	1.8	-45.2
White	62.0	57.9	+ 5.7
Other	1.0	1.3	-24.1
TOTAL	100.0	100.0	- 1.3

Dryer sales by type of outlet

	% of shipments		% change in units shipped 1986/87
	1986	1987	
Appliance/TV Store	32.0	33.3	- 5.2
Builder/Contractor	3.0	4.0	-26.0
Catalog Showroom	1.0	2.0	-50.7
Catalog Store	39.0	42.3	- 9.0
Department Store	2.0	5.3	-62.8
Discount Store	11.0	6.7	+62.0
Furniture Store	4.0	2.7	+46.2
Other	8.0	3.7	+113.4
TOTAL	100.0	100.0	- 1.3

MARKET PROFILES

RESIDENTIAL

Third Quarter '88

SOURCE: Edison Electric Institute (Average Residential Customers for the Total Electric Utility Industry)

	Number	Percent Change 88/87
New England	5,194,202	+ 2.3
Connecticut	1,279,016	+ 2.2
Maine	549,546	+ 3.0
Massachusetts	2,266,813	+ 2.0
New Hampshire	474,661	+ 3.4
Rhode Island	375,369	+ 2.1
Vermont	248,797	+ 2.7
Middle Atlantic	13,518,064	+ 1.4
New Jersey	2,837,950	+ 1.9
New York	6,151,821	+ 1.2
Pennsylvania	4,528,293	+ 1.5
East North Central	15,978,439	+ 1.2
Illinois	4,267,574	+ 1.0
Indiana	2,109,466	+ 1.4
Michigan	3,571,269	+ 1.3
Ohio	4,103,352	+ 1.1
Wisconsin	1,926,778	+ 1.3
West North Central	7,041,482	+ 1.3
Iowa	1,122,308	+ 0.5
Kansas	997,293	+ 0.7
Minnesota	1,697,540	+ 1.8
Missouri	2,051,694	+ 1.7
Nebraska	638,680	+ 0.7
North Dakota	254,501	+ 0.3
South Dakota	279,466	+ 1.1
South Atlantic	15,972,588	+ 2.8
Delaware	267,590	+ 3.4
District of Columbia	187,209	+ 1.1
Florida	5,342,828	+ 3.7
Georgia	2,510,657	+ 2.2
Maryland	1,642,884	+ 2.9
North Carolina	2,697,353	+ 2.7
South Carolina	1,368,052	+ 2.1
Virginia	2,214,705	+ 2.9
West Virginia	741,318	+ 1.1
East South Central	5,923,273	+ 0.8
Alabama	1,595,670	+ 1.3
Kentucky	1,446,044	+ 1.4
Mississippi	961,961	+ 0.5
Tennessee	1,919,598	+ 0.0
West South Central	10,059,334	+ 0.8
Arkansas	982,801	+ 1.8
Louisiana	1,590,778	+ 0.1
Oklahoma	1,325,214	- 0.2
Texas	6,160,541	+ 1.0
Mountain	5,154,024	+ 2.2
Arizona	1,343,546	+ 3.3
Colorado	1,351,511	+ 0.7
Idaho	388,243	+ 0.8
Montana	350,445	+ 3.4
Nevada	425,011	+ 5.5
New Mexico	555,289	+ 2.2
Utah	541,781	+ 1.2
Wyoming	198,198	+ 0.7
Pacific	13,371,684	+ 2.1
Alaska	181,093	- 2.6
California	9,981,951	+ 2.5
Hawaii	302,969	+ 2.5
Oregon	1,064,139	- 1.0
Washington	1,841,532	+ 2.5
TOTAL U.S.A.	93,213,088	+ 1.7

HOUSING PERMITS

Projected from 10 months

SOURCE: U.S. Department of Commerce (Housing Units Authorized by Building Permits)

	Number	Percent Change 88/87
New England	85,607	- 17.2
Connecticut	19,878	- 25.7
Maine	9,444	- 3.6
Massachusetts	32,440	- 19.7
New Hampshire	12,331	- 15.3
Rhode Island	5,929	- 17.7
Vermont	5,585	+ 21.2
Middle Atlantic	150,492	- 10.7
New Jersey	45,314	- 11.9
New York	53,908	- 13.3
Pennsylvania	51,270	- 6.5
East North Central	184,223	- 4.8
Illinois	45,591	- 9.6
Indiana	23,952	- 12.2
Michigan	47,393	- 1.7
Ohio	43,687	- 3.3
Wisconsin	23,600	- 1.9
West North Central	77,744	- 12.4
Iowa	6,507	+ 12.6
Kansas	9,564	- 18.8
Minnesota	27,101	- 18.8
Missouri	25,567	- 12.1
Nebraska	5,299	+ 8.1
North Dakota	1,927	- 2.2
South Dakota	1,779	- 5.1
South Atlantic	421,666	- 3.9
Delaware	7,715	+ 9.3
District of Columbia	1,426	+ 19.0
Florida	168,501	- 5.7
Georgia	61,903	- 3.6
Maryland	44,012	+ 7.0
North Carolina	48,617	- 10.4
South Carolina	21,598	- 8.2
Virginia	66,041	- 0.9
West Virginia	1,853	- 0.3
East South Central	57,846	- 10.8
Alabama	11,817	- 18.6
Kentucky	12,965	- 1.9
Mississippi	6,711	+ 1.2
Tennessee	26,356	- 11.9
West South Central	55,613	- 22.4
Arkansas	5,957	+ 8.0
Louisiana	7,130	- 16.3
Oklahoma	4,379	- 29.9
Texas	38,147	- 24.4
Mountain	90,960	- 5.3
Arizona	32,704	- 18.6
Colorado	12,257	- 31.9
Idaho	3,052	- 4.2
Montana	783	- 1.1
Nevada	29,049	+ 77.7
New Mexico	6,544	+ 29.4
Utah	5,809	- 24.2
Wyoming	762	+ 32.1
Pacific	315,858	+ 1.9
Alaska	831	+ 13.7
California	249,286	- 1.0
Hawaii	7,864	+ 13.8
Oregon	14,502	+ 18.7
Washington	43,375	+ 13.1
TOTAL U.S.A.	1,440,812	- 6.2

INDUSTRY PERSPECTIVE

WCI Creates Financing Subsidiary

INVENTORY financing for WCI dealers should become much more streamlined with the creation of WCI Acceptance Corp., a wholly owned subsidiary that, according to the company, will offer its brand retailers a consistent and competitive finance program.

"We view this financing service as an added value benefit to our customers," said James Ringler, president of WCI Major Appliance Group. "We will improve overall customer service."

The program began last month in WCI's central region, which includes Ohio, Indiana, Kentucky, West Virginia and parts of Michigan, Pennsylvania and New York. The southeastern region is to follow this month, and nationwide availability is planned by mid-September.

Heading up WCI Acceptance as VP and general manager is Stephen Black, formerly director of operations for the major appliance group. "This is the first time WCI has had a credit organization," said Black. "Since Electrolux bought the WCI appliance division in 1986, there has been a lot of activity in other areas that had a higher priority than financing, but they've been looking at this kind of organization for about a year."

According to the company, the programs will offer extended financing promotions, early-pay discounts, seasonal terms designed to meet peak inventory needs and comprehensive inventory insurance.

"We can turn around credit considerably faster than third-party organizations, which normally take 15 to 20 days," Black noted. "We think we can do it in two to three days, which is a big plus for us. Also, our customers should find it easier to work with the same corporate group that they are buying merchandise from."

Dealerscope Merchandising April 1989

PEOPLE ON THE MOVE: Major Appliance

Maytag Co. names Richard J. Haines executive VP.

Elected to Crosley's new board of directors are: Steve Demchyk, Buddy Dixon, Bob Gray, Fred Kidd, Jim Levy, Bob Van De Velde, Harry Steller, Don Telaak and Charlie Waggoner. Ken Robertson is appointed director of operations.

Scott Wellington is appointed assistant national marketing manager, home



Haines



Robertson



Edman



Rozic

appliances for Toshiba America.

White Consolidated Industries names Robin Edman

VP of industrial design for WCI's North American Industrial Design Center. Richard M. "Dick" Rozic be-

comes VP, Tappan Brand Management.

Vincent J. Guarriello is named special assistant to the president of Welbilt Corp.

Whirlpool nominates Gerit Jeelof as a director of the company's board. As part of the realignment of Whirlpool and Roper brands sales organizations, Dan Miller becomes national director, distribution sales.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS

January, 1989

	January 1989	January 1988	% Change
ALL MAJOR APPLIANCES**	4,105.4	3,707.8	+ 10.7
COOKING — TOTAL	1,443.6	1,366.1	+ 8.0
Electric Ranges — Total	244.9	235.4	+ 4.0
Free Standing	193.2	188.1	+ 2.7
Built-In	51.7	47.2	+ 9.5
Gas Ranges — Total	158.4	158.0	+ 0.3
Free Standing	149.8	148.2	+ 1.1
Built-In	8.6	9.8	- 12.2
Microwave Ovens/Ranges***	1,054.3	957.6	+ 10.1
HOME LAUNDRY — TOTAL	989.7	932.6	+ 6.1
Automatic Washers	553.4	519.4	+ 6.5
Dryers — Total	436.3	413.2	+ 5.6
Electric	339.6	321.2	+ 5.7
Gas	96.6	91.9	+ 5.1
KITCHEN CLEAN UP — TOTAL	737.0	684.1	+ 7.7
Disposers	391.2	361.3	+ 8.3
Dishwashers — Total	326.4	307.1	+ 6.3
Built-In	302.6	282.6	+ 7.1
Portable	23.8	24.5	- 2.9
Compactors	19.4	15.8	+ 33.8
FOOD PRESERVATION — TOTAL	559.9	537.1	+ 4.2
Refrigerators	466.4	445.9	+ 4.6
Freezers — Total	93.5	91.2	+ 2.5
Chest	49.6	50.0	- 0.8
Upright	43.9	41.2	+ 6.6
HOME COMFORT — TOTAL	375.2	217.8	+ 72.3
Room Air Conditioners	352.1	199.7	+ 76.3
Dehumidifiers	23.2	18.1	+ 28.2

*Domestic plus export shipments: includes both U.S. produced and imported products.

**Numbers do not add because of overlapping product categories.

***Includes microwave ovens and combination microwave ovens/ranges.

Source: AHAM (Assn. of Home Appliance Manufacturers).